

FOR IMMEDIATE RELEASE
Monday, September 27, 2004

Vancouver Art Gallery receives major sponsorship from American Express Foundation

Vancouver, BC – The Director of the Vancouver Art Gallery, Kathleen Bartels, announced today that the American Express Foundation has provided a \$200,000 sponsorship for the Gallery's upcoming exhibition *Massive Change: The Future of Global Design* which opens to the public on October 2, 2004. This is one of the largest corporate sponsorships in the Gallery's history and it recognizes the international importance of this exhibition.

"Leadership support from the corporate community is vital to our continued success in presenting large-scale exhibitions of this kind," said Kathleen Bartels, Director, Vancouver Art Gallery. "This sponsorship speaks volumes of American Express' commitment to the future and it is very much in line with their focus of driving innovation, and enabling full and rewarding lives through their products and services." She added: "*Massive Change: The Future of Global Design* is forward-looking, innovative and highly creative; this sponsorship enables us to present an exhibition based on current contemporary issues about the dramatic impact of design in the world."

This is the second largest exhibition sponsorship the Vancouver Art Gallery has received. In 1998, Scotiabank provided a total of \$218,855 in sponsorship for *Down from the Shimmering Sky: Masks of the Northwest Coast*. Exhibition sponsorships usually cover approximately one-half of exhibition presentation costs, the remaining expenses are raised via admission revenue and store sales.

Beth Horowitz, President and General Manager of AMEX Canada commented, "one of the qualities that define American Express' culture is its commitment to being a good corporate citizen. We are proud to bring this exhibition to the people of Vancouver and hope it inspires other companies to support Canada's artistic and cultural community."

The American Express Foundation has been a supporter of the Gallery for more than a decade and has provided funding for the Gallery's Membership Program from 1999 and 2002, the exhibition *Matisse Illustrates* in 1997, in addition to other annual support and event sponsorship. This \$200,000 sponsorship is the largest gift the American Express Foundation has made to the Vancouver Art Gallery.

Massive Change: The Future of Global Design is a groundbreaking exhibition that investigates the capacity, power and promise of design. *Massive Change* takes a radical look at how rapidly evolving technologies have created the potential for design to affect change on a global scale and how this has placed us at the beginning of a new, unprecedented period of human possibility.

Massive Change: The Future of Global Design is a project by Bruce Mau Design and the Institute without Boundaries, commissioned and organized by the Vancouver Art Gallery.

Media Contact: Julie-Ann Backhouse, Vancouver Art Gallery, 604 662 4722

Vancouver
Presentation
Sponsor



The Vancouver Art Gallery gratefully acknowledges the support of the City of Vancouver, the Province of British Columbia through the BC Arts Council and Gaming Revenues, the Government of Canada through the Canada Council for the Arts, the Department of Canadian Heritage Museums Assistance Program and Cultural Spaces Canada.